

**Associations Next:  
Serious Questions for  
2010 and Beyond  
(#CSAE09)**

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**@pinnovation  
#csae09  
(please tweet!)**

**let's jump  
right in, okay?**

**what if somebody led  
a workshop and only  
asked questions?**

**what would  
that be like?**

**let's find out,  
shall we?**

**what is *the most  
fundamental question*  
association leaders need  
to be asking today?**

**what does it mean  
to be a 21st century  
association?**

what will it take to  
make your association  
*thrivable* in the 21st  
century?

what are you planning  
to do in 2010 to help  
your association thrive?

what will you do  
*when your carefully  
prepared plans fail?*

what will you do in 2010  
that *you've never done  
before* to help your  
association thrive?

**what is the role of membership in the future of associating?**

**what is your association's strategy for making everything it does more social?**

**how would your association be different if *contribution were more important than membership?***

**how would your association be different if it *placed greater emphasis on the network than on the nodes?***

**how can associations  
govern in ways that  
nurture and unleash  
energy, passion and  
imagination?**

**what is your  
association's mental  
model for governing  
in the 21st century?**

**what is your  
association doing to  
make its approach to  
governing simpler?**

**how would your  
association be  
different if it were  
governed *outside in*?**

**what will it take for  
associations to get  
really serious about  
innovation?**

**how does your  
association manage the  
tension between  
freedom and discipline?**

**what innovation  
opportunities is your  
association investing  
in today?**

**what is your  
association doing to  
innovate its business  
model for the future?**

**how can associations  
support vibrant  
cultures of learning?**

**how is your association  
building its stakeholders'  
capacity for deep and  
meaningful learning?**

**how does thinking  
about *knowledge as a  
flow* change your  
association's work?**

**how will your  
association support  
learning in a *more  
web-enabled and  
mobile society?***

**how should  
associations  
approach leadership  
in a VUCA world?**

**how does your  
association challenge  
its leaders to embrace  
their responsibilities?**

**what is your  
association doing to  
build its *capacity for  
foresight?***

**who are your  
association's  
"new founders?"**

**what other  
questions would  
you like to discuss?**

**three final  
questions**

**what have you learned  
*in the last 1-5-10  
year(s)* that can help  
your association thrive  
going forward?**

**how *will you  
overcome your fear* of  
what you don't know?**

what will you do in 2010  
that *you've never done  
before* to help your  
association thrive?

upcoming webinar

Principled Innovation Briefing:  
Top 2010 Trends for Associations

January 6, 2010 • 2 pm-3:30 pm ET

<http://2010trends.eventbrite.com>  
(use discount code "CSAE09")

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